

Appendix A

ABSTRACT

A method and apparatus are provided for generating a sale offer over an electronic network (such as the Internet). The method and apparatus may be used with a commercial sale system designed to increase the revenue income of Web site by offering, at a substantially discounted or virtually free basis, one or more goods and/or services to visitors of the Web site. According to the features of the invention, the seller (who may be the owner or co-owner of the Web site) transmits a sale offer on the Web site for a high quality good or service, wherein the good or service can be purchased for free or a cost near to zero. The seller may make the offer visible and available to a number of perspective buyers, who are connected at that very moment to the Web site. According to an additional aspect of the invention, the sale offer may be available for only a very limited amount of time (e.g., one or more minutes) and may be offered at random or unpredictable times on the Web site in order to increase Web traffic to the site.